

**SCOTTSDALE PRIDE COMMITTEE  
PLANNING RETREAT  
STADIUM PRESS ROOM 2<sup>ND</sup> FLOOR  
7408 EAST OSBORN ROAD  
FEBRUARY 7, 2002**

**MINUTES**

**PRESENT:** Al Beasley, Chairman  
Cathy Zebarth, Vice Chairperson  
Mike Blaire  
Lisa Haskell  
Kristina LaJeunesse  
Steven Lichtblau  
Debbie Fuller  
Susan Jorge  
Jim Pompe  
Sonnie Stevens  
Gary Bretz  
Dennis Graves  
Brian Webber, Jr.,

**ABSENT:** Debora Moritz  
Bruce Specter

**STAFF:** Joanie Mead

**ALSO**

**PRESENT:** Ed Gawf, City of Scottsdale Deputy City Manager  
Don Hadder, City of Scottsdale Comprehensive Planning Director  
Tim Conner, City of Scottsdale Senior Planner

**CALL TO ORDER**

Chairman Beasley called the planning retreat of the Scottsdale Pride Committee to order at 5:45 p.m.

Chairman Beasley stated the purpose of this retreat is to setup some goals and objectives for the coming year and review what was accomplished last year.

**APPROVAL OF THE MINUTES**

Ms. Mead requested a correction to the January minutes on the last page the date for Christmas in April is April 13<sup>th</sup> not April 3<sup>rd</sup>.

A Motion was made by Ms. Stevens to approve the amended minutes of the January meeting. The Motion was seconded by Mr. Pompe and passed unanimously.

## **INTRODUCTIONS**

Chairman Beasley thanked everyone who participated in the Parada del Sol Parade. With a special thanks to Ms. Stevens for coordinating this event. He noted the Committee should participate in this event in the future.

Ms. Mead passed out pictures from the parade.

Chairman Beasley introduced the guest speaker Ed Gawf, City of Scottsdale, Deputy City Manager, Don Hadder, Comprehensive Planning Director, and Tim Conner Senior Planner in Comprehensive Planning.

Chairman Beasley asked the commissioners to go around the table, introduce themselves, and provide background information for the benefit of the guests. Self-introductions were made.

Tim Conner, City of Scottsdale Senior Planner, stated he is responsible for commercial design review for the aesthetics of the streetscape and enhancement programs. One of which is the Scottsdale Road program that will utilize bond funds. He handed out brochures on the Scottsdale Road Charrette that he was involved in. He commented on how diverse the 24 miles of Scottsdale Road are. He further commented there are a lot of issues that need to be addressed. He added one of the most familiar issues would be the scenic drives and scenic corridors that are throughout Scottsdale. As part of the General Plan, they are trying to preserve open space.

Don Hadder, Comprehensive Planning Director, stated his job is to look at area studies and General Plan policy planning for the City.

Ed Gawf, Deputy City Manager, stated he has been with the City for five months and works with the Planning, Transportation, Neighborhood Resources, and Preservation Departments. He further stated he is very involved with community identity and looks forward to working with the Scottsdale Pride Committee.

## **HISTORY AND PURPOSE OF COMMITTEE**

Chairman Beasley presented a brief overview on the Scottsdale Pride Committee. He stated the Scottsdale Pride Committee was established in March of 1993 by City resolution. He further stated the basic mission of the committee is the improvement of environmental quality of life.

Chairman Beasley reviewed the activities the Committee participated in this past year which include: Points of Pride, Citizen Honoree, and Treasures 'N Trash.

### **GUEST SPEAKER**

Mr. Gawf stated this is such a great community. He further stated Scottsdale Road is such a great scenic corridor and he would like to see a group take ownership of it.

Mr. Gawf provided information on his background. He stated he has been with the City of Scottsdale for five months he came from California. Prior to that, he worked as a City Planner in Boulder Colorado. He discussed the projects he worked on in Colorado. He reported that he felt the canal project in Scottsdale would be a great opportunity to create a community space.

Mr. Gawf stated he worked with San Jose Beautiful, which is the equivalent to the Scottsdale Pride Committee. He discussed the projects he worked on in California. One of the programs he worked on was where they recognized people who had done great work restoring and improving their house. He noted that he was advised that there was a program like this already in place at the City of Scottsdale.

Mr. Gawf stated one of his passions is community development. He commented that Treasures 'N Trash is a great event. He further commented that great cities are identified by their attention to detail.

Mr. Gawf stated several people invited him to look at Scottsdale Road north of the CAP canal. Their concern was that the scenic corridors seemed to be neglected and under appreciated. He further stated that Scottsdale Road is a great road. He reported that no organization has taken responsibility for Scottsdale Road. This might be a great project for the Scottsdale Pride Committee. He noted that the scenic corridor signs are faded and they should not be faded. He further noted that the utility boxes in this area are painted orange. He suggested that they could get volunteers to paint them a darker brown. He added trash was really an issue even with the clean up. He added there are a lot of opportunities for participation by the Committee. He commented on the importance of the Committee's work.

Ms. Stevens inquired if the bond money would be used to improve the entire length of Scottsdale Road. She expressed her concern that a large amount of the bond money would be allocated to north of the CAP. She noted that she felt they need to tie the City together either with signage or landscaping.

Mr. Gawf stated the \$24 million assigned to Scottsdale Road would be used for the entire length. He further stated this is a very important stretch of road and has very different purposes. He felt that the street median improvements would be a very important part of the revitalization of the area. They need to create a harmonious theme or thread along Scottsdale Road.

Mr. Conner stated there are six different sub-districts that all have different challenges. He further stated that the City does see the need to create a common thread or theme to tie the entire length of road together. They need to create a vision and put together guidelines.

Mr. Gawf stated one of his passions is getting things done. Right now one of their priorities is preparing the guidelines for Scottsdale Road and they will start working on it in sections.

Mr. Hadder commented on the unique situations they face with Scottsdale Road. He further commented that they need to be very judicial regarding how they spend the bond money.

Ms. Fuller inquired if there were mechanisms in place to encourage businesses along this corridor to keep up their landscaping. Mr. Hadder stated part of the ordinance requires them to maintain an attractive street frontage. Mr. Conner stated that peer pressure and education works as well.

Mr. Gawf stated that one of the things that makes a city great is that the community is not willing to settle for second best.

Mr. Gawf discussed the major things that define this community include Indian Bend Wash and Fashion Square.

Mr. Pompe stated that most major cities have a landmark but Scottsdale does not have a landmark. Mr. Gawf replied he felt that Indian Bend Wash and the Civic Center Mall would be considered landmarks. Mr. Hadder stated the proposed spire at Frank Lloyd Wright and Scottsdale Road, if it gets built, could be a landmark.

Mr. Lichtblau requested an update on the Los Arcos project. Mr. Gawf replied what was presented in today's newspaper is accurate. He stated there are many issues regarding the Los Arcos project. He further stated he felt the key to south Scottsdale is the quality of the school system.

## **GOALS & OBJECTIVES 2001 – REVIEW/EVALUATION**

Chairman Beasley reviewed some of the goals and objectives that the Committee discussed at last year's retreat. The consensus of the Committee was that The Treasures 'N Trash event went the same as last year but they had better weather. Chairman Beasley stated the Committee has had better member participation. Last year there was the problem of having a quorum at many of the meetings. The Committee felt that they had a better presence at the Parada del Sol parade. The Committee felt the Citizen Honoree program has been very successful. The Committee discussed the fact that the Points of Pride project has kind of stalled.

Ms. Stevens noted that the Committee participated in Christmas in April. Mr. Gawf stated San Jose has a program that is similar to Christmas in April but it takes place almost every weekend. He further stated they would identify a neighborhood and the neighborhood and staff would clean up and trim trees and paint, etc. They did this 35 Saturdays a year. Mr. Graves inquired about the budget for that project. Mr. Gawf stated there was a city staff person who did nothing but organize these cleanups. Ms. Mead stated Scottsdale Pride and Neighborhood Enhancement is working on a program called Tools on Wheels where they would get a tool trailer and organize neighborhood clean ups.

Mr. Bretz stated that the Committee also cleaned up the Pride Park.

## **SUBCOMMITTEE REPORTS**

### **Development**

Mr. Lichtblau reported the Development subcommittee has identified three areas they would like to focus on. The three areas include Points of Pride, short cleanups, and creating a block party web site.

Mr. Lichtblau stated the committee would like to post the top five Points of Pride on the website. He further stated that Ms. LaJeunesse has compiled a list of all the suggested sites.

Mr. Lichtblau stated the committee would like to have small neighborhood projects and get high school students involved. He further stated they would like to appoint a liaison to work with each of the high schools. Mr. Lichtblau noted that they would need to start compiling a list of projects. Ms. Mead stated it should not be a problem to get a list put together. Mr. Lichtblau stated they could work with Code Enforcement. Ms. Mead reported her department is putting together a volunteer pool. She further noted they receive phone calls all of the time to match the available volunteers with projects. A discussion ensued regarding the possibility of Neighborhood Enhancement helping to fund the tool trailer. It was noted that the sponsors of the tool trailer could be listed on the sides.

Ms. Fuller commented on the fact that if you set a date on a project it is amazing what gets done.

Mr. Lichtblau stated they could advertise the short clean ups on City Cable 11.

Mr. Graves stated that President Bush in his State of the Union address called for volunteer service. He further stated that Scottsdale could have a local version of the President's call to service and track how many hours each volunteer has worked. Mr. Lichtblau stated he felt that was a good idea but the Committee would not want to make a political statement. A discussion ensued that the Committee could just say they are

tracking volunteer hours. They could call it Scottsdale Pride Core of volunteers. They could incorporate the high schools' requirement for community service hours.

Mr. Lichtblau stated they could put these three items on next month's agenda for a vote.

Chairman Beasley stated the Committee could also consider Mr. Gawf's idea regarding painting the utility boxes. Ms. Mead stated the Committee would need to find out whether or not if they paint the utility boxes a darker color with the Arizona heat if it would melt the equipment.

Mr. Lichtblau stated the Committee would need to come up with a web site format for the block parties. Ms. Mead noted that the City would fund \$50.00 per neighborhood (a one-time expense) towards a block party. Ms. Stevens stated that Parks and Recreation used to have a u-haul truck that had cones and games for the block party. A discussion ensued that the neighborhoods could have a neighborhood clean up in conjunction with the block party.

The Committee discussed the topic of the 35 weekend a year cleanup program that Mr. Gawf told them about. It was discussed that maybe they could have an ASU intern help with that type of a project.

Mr. Lichtblau stated they did a block party search on the Internet and there was information on how to plan a successful block party. They could include some of this information on their web site.

### **Public Relations/Marketing**

Mr. Pompe stated the Marketing Committee's number one goal is to work with the city's video production department to develop and produce a 30 second commercial for "Treasures 'N Trash that could be shown on the City Channel to advertise the event just prior to it. They would use existing video footage that the city already has and incorporate any photographs that the committee or its members might have taken on their own. To attract more kids to participate in the T-shirt logo design contest, they would like to include last year's winner in the video and if the projection timeline permits, this year's winner as well.

Chairman Beasley stated to promote beyond the City Channel, they would like to seek out companies or individuals who would be willing to support the costs associated with getting this advertising video on any of the local channels.

Mr. Pompe stated they would like to increase the number of participants in this year's Treasures 'N Trash and hopefully this video and other promotions will help.

Mr. Pompe stated if they could track down a directory of those organizations who participated in the Parada del Sol, they would like to mail letters to them seeking additional volunteers and sponsors for Treasures 'N Trash.

Mr. Graves inquired if the City was doing anything for Earth Day. Ms. Mead replied that the City would be participating in Earth Day but she has not been informed what those activities would be.

Mr. Blaire cautioned the Committee that they should not wait until the last minute to get sponsors for Treasures 'N Trash.

### **Education/Outreach**

Ms. Stevens reviewed the events the Education Committee has been involved with which include the Paiute community garden project, Parada del Sol Parade float, Adopt-a-Roadway, and Christmas in April. She discussed the projects the committee would like to be involved in for next year. She stated on City Cable 11 there is at least a full minute, sometimes up to three minutes, of dead time. They would suggest coming up with some slide inserts dealing with Scottsdale Pride Projects. She stated with regard to the Adopt-a-Roadway project they would like to create a reliable base of volunteers that are trained to assist with this program from year to year. She added they would like to create a program that would include Eco Gecko in some kind of school program. They discussed putting together a 30-minute educational program that could be shown at the grade school level. They could show a 10-minute video.

Mr. Blaire stated there is a program that KAB puts together for elementary schools and he has a copy of that video.

The Committee discussed the fact that they had determined that Les Conklin would be the next Citizen Honoree. It was suggested that they coordinate honoring the Citizen Honoree in conjunction with Earth Day.

### **CHAIRMAN'S EXPECTATIONS**

Chairman Beasley stated he thinks it is important that the Committee set deadlines for their projects. He further stated he would like the sub-committees to continue their efforts. He commented that a common thread with the sub-committees, that has been discussed this evening, is that they would like to have something on the web site. He further commented he would like to see a volunteer base on the web site.

Chairman Beasley stated, following up on Mr. Gawf's comments regarding an organization taking ownership of Scottsdale Road, he would like the Committee to participate somewhere with Scottsdale Road whether is it the Adopt-a-Road groups being in charge of a mile or two or painting the utility boxes. The Committee could also consider being Scottsdale Road watchdogs.

Ms. Stevens reported that the entry loop to the 101 on Indian School needs attention.

Ms. Stevens stated that on Monday at 5:00 p.m. the City Council would be addressing the revitalization of the Downtown and the canal project.

Chairman Beasley noted that this has been a very productive retreat and they have come up with a lot of good ideas.

Ms. Fuller commented on how the Committee's participation in the Parada del Sol parade was a very positive experience.

Mr. Bretz stated the Committee could consider passing out information at the Spring Training Baseball games. It was suggested that Eco Gecko be at the Spring Training games to pass out information.

#### **ADJOURNMENT**

A Motion was made by Ms. Fuller to adjourn the planning retreat of the Scottsdale Pride Committee at 8:20 p.m. The Motion was seconded by Mr. Webber and passed unanimously.

Respectfully Submitted,

"For the Record" Court Reporters